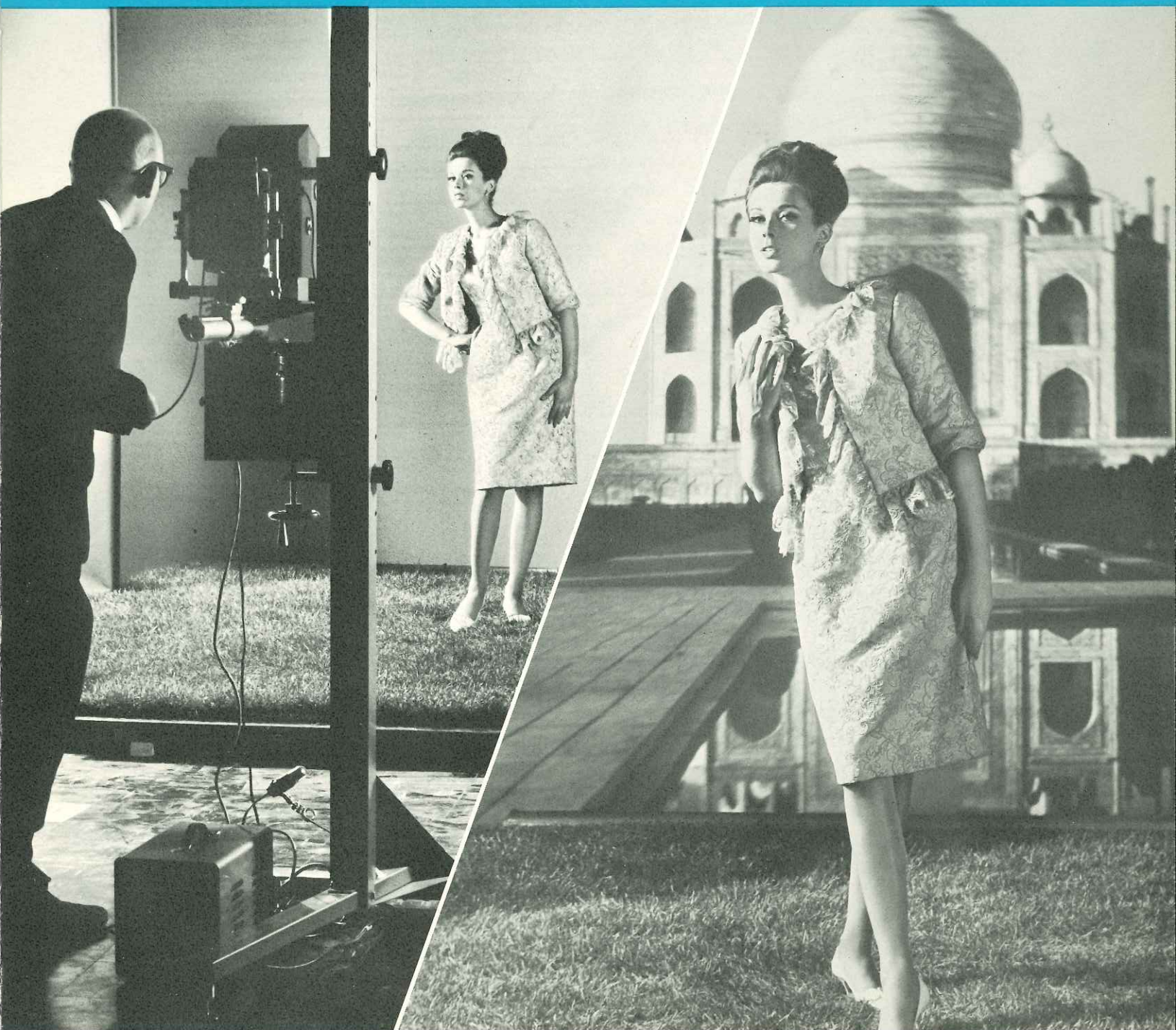
FRONT PROJECTION

THE NEW WAY TO UNLIMITED BACKGROUNDS



Cover courtesy T. Eaton Co. Ltd.,
Photograph by Pringle & Booth, Toronto

FRONT PROJECTION

THE MOST EXCITING ADVANCE IN PROFESSIONAL PHOTOGRAPHY SINCE THE ELECTRONIC FLASH

Wouldn't you like to

. . . Shoot fur coats for Christmas catalogs with Swiss Alps ski backgrounds in your studio in July — or shoot bathing suits in a tropical setting in the middle of winter?

. . . Shoot a model in a bridal gown standing in front of St. Peter's Cathedral in Rome and in the next minute, photograph the same bride in an Alice-in-Wonderland setting of giant oversized apple blossoms?

. . . Shoot an oil well executive in your studio, standing by his refinery in South America?

. . . Shoot interesting studio effects with abstract, realistic or surrealistic backgrounds which you have made on glass slides from small drawings — limited only by your imagination?

. . . Shoot still-life photography and combine almost anything with anything else: A pine oil shampoo with a pine forest, or an enormous pine cone; or, superimpose two objects together like a controlled double exposure?

The Breakthrough Photographers Have Been Waiting For

Now your studio can be a tropical island — a mountain peak — a crowd of people — anything you can project from a transparency.

Now you can project backgrounds in your own studio better than the largest Hollywood studio ever could before.

The new FRONT PROJECTION Background System brings new excitement to your photography. It brings locations from around the world to your studio.

The FRONT PROJECTION Background System is a new tool for the Commercial, Portrait, Industrial, Illustrative, Advertising, and Fashion Photographer.

It will make you money; and it will save you money by eliminating many time consuming, nerve-wracking location trips.

With the FRONT PROJECTION Background System you expand the walls of your studio to include any part of the world available on transparencies. You can place your subjects in front of fantastically real locations as easily as changing a slide.

But even more important, you can now create background effects and combine art work and textures with photographic perfection — in one exposure, and without the need for expensive laboratory strip-ins.

With a FRONT PROJECTION Background System your photography can immediately take on a new dimension in versatility and originality.

Special Screen Makes FRONT PROJECTION Possible

One of the secrets of FRONT PROJECTION is its remarkable new RETRO-REFLEX Screen. This screen reflects images projected on it directly back at the combination camera/projector — nowhere else.

This means that you project your backgrounds right from the camera position — IN A BRILLIANTLY LIGHTED STUDIO — yet the background and your models are photographed with fantastic sharpness and no noticeable loss of contrast or color saturation.

Harry Hartman

Harry Hartman

Photograph on left shot on location in Jamaica

Photograph on right shot in New York studio

One Compact Unit & Screen Does It

Space savings with the new FRONT PROJECTION Background System are remarkable. Despite the fact that it does a far better job than Hollywood's clumsy and expensive background projectors — it produces no hotspot — takes up no more space than your standard camera stand — is completely adjustable and counter-balanced for cameras from 35mm to 8x10 — and lets you swing and tilt as you need.

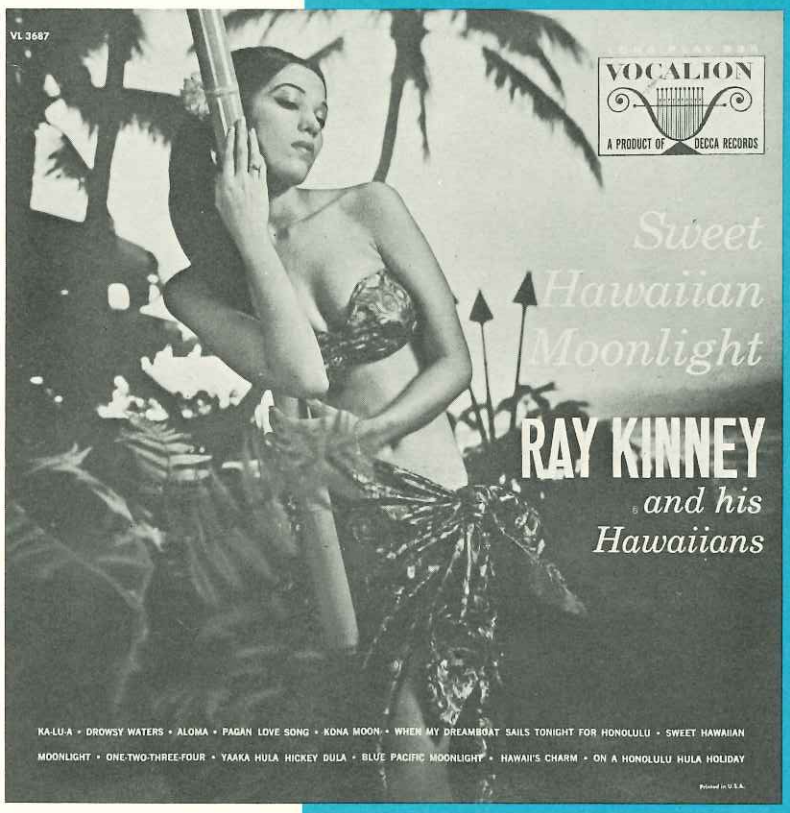
Reproduced in this brochure are photographs taken with the FRONT PROJECTION Background System. They were all shot in well known commercial studios and have been reproduced in national magazines.

Any of them could have been taken in your own studio by your own equipment using the FRONT PROJECTION Background System.

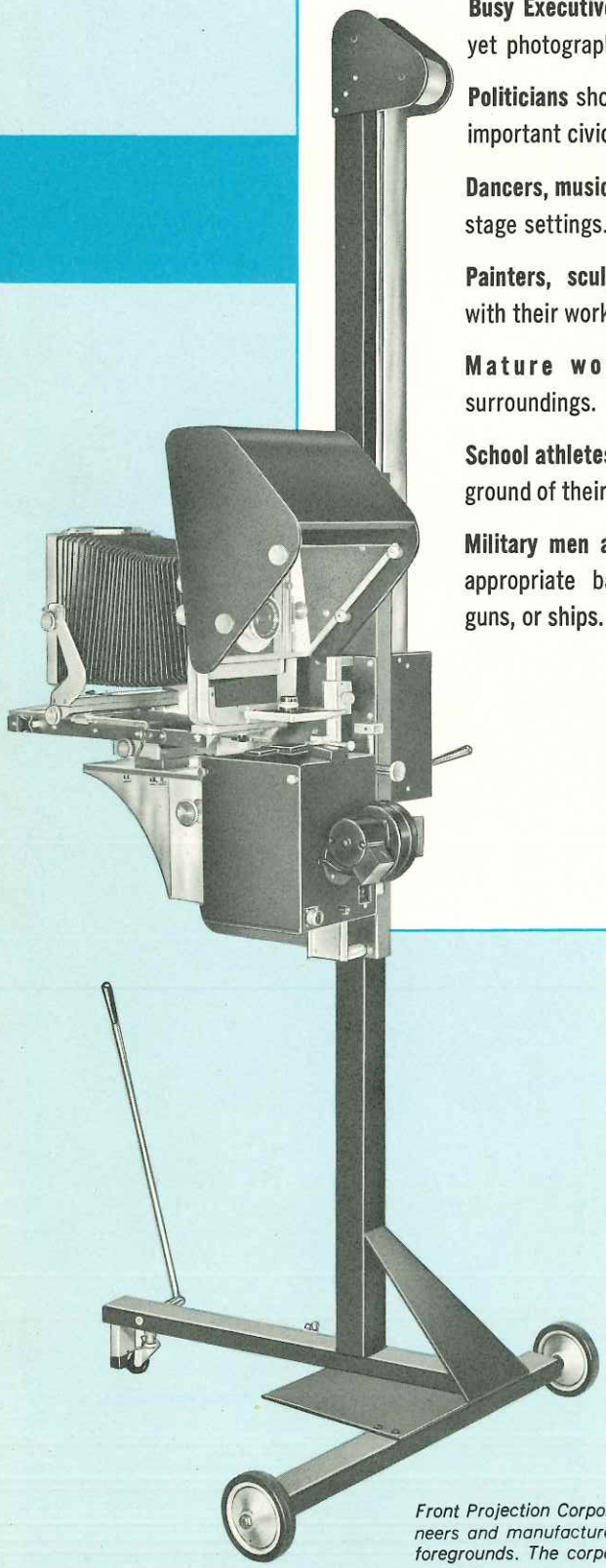
Investigate it now — it will expand your studio walls to encompass a whole new world of backgrounds and locations.

The photographs shown on these pages are just a few examples of FRONT PROJECTION in action.

Photographs by Hobart Baker unless otherwise specified


VL 3687
VOCALION
A PRODUCT OF DECCA RECORDS
Sweet Hawaiian Moonlight
RAY KINNEY
and his Hawaiians
KA-LU-A • DROWSY WATERS • ALOMA • PAGAN LOVE SONG • KONA MOON • WHEN MY DREAMBOAT SAILS TONIGHT FOR HONOLULU • SWEET HAWAIIAN MOONLIGHT • ONE-TWO-THREE-FOUR • YAAKA HULA HICKEY DULA • BLUE PACIFIC MOONLIGHT • HAWAII'S CHARM • ON A HONOLULU HULA HOLIDAY

UNLIMITED CREATIVE POSSIBILITIES



PORTRAITURE

Busy Executives in their natural background yet photographed in your studio.

Politicians shown before the capital or other important civic buildings.

Dancers, musicians, actors, portrayed against stage settings.

Painters, sculptors, and architects shown with their work.

Mature women shown in elegant surroundings.

School athletes taken against an action background of their sport.

Military men and officers taken against an appropriate background of planes, tanks, guns, or ships.

FASHION

Garments photographed against an enlarged background of the same fabric.

Fashions shot in your studio but in natural settings.

ILLUSTRATION

Unlimited size and color relationships. Abstract designs or natural settings.

INDUSTRIAL

Machines shown in the settings in which they will be used.

CATALOGS

Products illustrated in situations where they will be used. Scenes, settings, and color instantly changed.

ALL THESE THINGS CAN BE DONE
RIGHT IN YOUR OWN STUDIO WITH

FRONT PROJECTION

404 Park Avenue South • New York, N. Y. 10016 • (212) LE 2-8284

FRONT PROJECTION CORPORATION

Front Projection Corporation is a wholly owned enterprise of Sherman Fairchild, well known aerial camera pioneer. It engineers and manufactures a patented screen and camera/projector for combining Front Projected backgrounds with real foregrounds. The corporation operates under pending applications and Jenkins Patents Nos. 2,727,427 and 2,727,429.

printed in U.S.A.